

Message Text

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PAGE 01 MONTEV 01935 131514Z
ACTION ARA-14

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R 131342Z JUN 78
FM AMEMBASSY MONTEVIDEO
TO AMCONSUL SAO PAULO
USDOC WASHDC
INFO SECSTATE WASHDC 6624

UNCLAS MONTEVIDEO 1935

SAO PAULO FOR U.S. TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP, UY
SUBJ: PROPOSED ASSISTANCE TO USTC FOOD PROCESSING EQUIPMENT
SHOW, SEPTEMBER 11-15

REF: MONTEVIDEO 1600

1. EMBASSY IS PLANNING ITS SUPPORT ACTIVITIES FOR THE TRADE CENTER'S FOOD PROCESSING EQUIPMENT SHOW, SEPTEMBER 11-15. PERSONAL CALLS ON PROSPECTIVE URUGUAYAN VISITORS TO THE SHOW WILL BE COMPLEMENTED BY SPECIAL MAILING, PROMINENT COVERAGE IN OUR INSERT TO COVERO COMERCIAL, AND ICA PLACEMENT OF NEWS ARTICLES ABOUT THE SHOW IN THE LOCAL PRESS. OTHER PROMOTIONAL ACTIVITIES ARE ALSO BEING CONSIDERED.

2. TO SUPPORT THESE ACTIVITIES, THE EMBASSY WOULD LIKE TO REQUEST THE FOLLOWING: (A) RECONFIRMATION OF THE SHOW'S DATE AND THEME; (B) LIST OF PARTICIPATING U.S. EXHIBITORS OR LIKELY EXHIBITORS AT SHOW; (C) PROMOTIONAL BROCHURES, FILMS, ETC. FROM EXHIBITING U.S. FORMS; AND (D) PROMOTIONAL BROCHURES (IN SPANISH IF POSSIBLE) DEVELOPED FOR SHOW ITSELF. EMBASSY WOULD ALSO APPRECIATE TRADE CENTER'S ASSISTANCE IN CONTACTING CRUZEIRO OFFICIALS TO ASCERTAIN
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PAGE 02 MONTEV 01935 131514Z

STATUS OF CRUZEIRO SPECIAL PROMOTIONAL RATE SCHEDULE WHICH MAY APPLY TO URUGUAYAN VISITORS TO THE SHOW (SEE REFTEL). FINALLY, WOULD APPRECIATE TRADE CENTER AND/OR USDOC INFORMING EMBASSY OF POSSIBILITY OF FUNDING OR PARTIALLY FUNDING THE ATTENDANCE OF ONE EMBASSY EMPLOYEE AT THE SHOW TO PERSONALLY ATTEND TO THE INTERESTS OF URUGUAYAN PARTICIPANTS AND TO OTHERWISE ASSIST THE CENTER'S STAFF.

3. EMBASSY HAD CONSIDERED PROMOTION OF AFTER-SHOW EXHIBITION IN URUGUAY, BUT WILL INSTEAD CONCENTRATE ON PROMOTION OF URUGUAYAN ATTENDANCE IN SAO PAULO. HOWEVER, THERE WILL BE AN INTERNATIONAL TRADE FAIR IN URUGUAY IN AUGUST, 1979 IN WHICH USG SUPPORT OF EXHIBITION OF U.S. FIRMS IN AGRO-INDUSTRIAL FIELD WOULD BE DESIRABLE. FMC LOCAL REP HAS INDICATED SERIOUS INTEREST IN THE IDEA. THE LAST TIME USDOC PARTICIPATED IN AN INTERNATIONAL TRADE FAIR IN URUGUAY WAS IN 1965. EMBASSY WILL PROVIDE MORE INFORMATION ON THE AUGUST 1979 FAIR SHORTLY.
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